

## Claims

- [c1] An advertising display unit for attachment to a guard structure comprising:
  - a pair of generally opposed panels positioned in spaced apart relation having a space therebetween;
  - a web structure extending between the panels and connected thereto forming a sign structure, said web structure and panels forming a cavity with at least a partially open bottom sized and shaped to receive a guard structure when positioned between the opposed panels; and
  - an attachment structure adapted to removably secure the sign structure to the guard structure to capture the guard structure between said opposed panels and to retain the sign structure in a generally upright orientation.
- [c2] The advertising display unit set forth in claim 1 wherein the attachment structure includes at least one tie member capturing a portion of at least one of said panels between a portion of the tie member and a portion of the guard structure.
- [c3] The advertising display unit set forth in claim 2 wherein said at least one tie member captures a portion of each of said panels between a respective portion of the tie

member and a respective portion of the guard structure.

- [c4] The advertising display unit set forth in claim 2 wherein at least a portion of said at least one tie member is exposed exterior of the sign structure, said exposed tie member portion being accessible and operable for effecting release of the attachment of the sign structure from a guard structure.
- [c5] The advertising display unit set forth in claim 3 wherein said attachment structure further includes a plurality of spaced openings extending through a lower portion of each of said panels, said at least one tie member having portions extending through selected ones of said openings with said captured portion of each of said panels being positioned between said selected openings.
- [c6] The advertising display unit set forth in claim 1 wherein the guard structure includes two upright posts.
- [c7] The advertising display unit set forth in claim 1 wherein said attachment structure includes a plurality of holes positioned in spaced relation in at least one generally horizontal row on each of said panels.
- [c8] The advertising display unit set forth in claim 1 wherein said attachment structure includes a plurality of rows of holes positioned in laterally spaced relation on each of

said panels, each row of holes in one panel corresponding to a respective row of holes in said other panel.

- [c9] The advertising display unit set forth in claim 1 wherein said attachment structure includes a plurality of rows of holes positioned in vertically spaced relation on each of said panels, each row of holes in one panel corresponding to a respective row of holes in said other panel.
- [c10] The advertising display unit set forth in claim 1 wherein the web structure is secured to said display panels in a manner to resist bending in a direction generally normal thereto.
- [c11] The advertising display unit set forth in claim 1 wherein the web structure includes a first web panel secured to and extending between the opposed display panels.
- [c12] The advertising display unit set forth in claim 11 wherein one of said first web panel and said display panels includes slots and the other of said first web panel and said display panels includes ears receivable through said slots to attach said first web panel to and between said display panels.
- [c13] The advertising display unit set forth in claim 1 including a spacer positioned adjacent a lower portion of the sign structure, said spacer having a depth approximately

equal to the depth of the guard structure and being positioned between said display panels.

- [c14] The advertising display unit set forth in claim 13 wherein the spacer is attached to at least one of said display panels.
- [c15] The advertising display unit set forth in claim 1 wherein the web structure includes a web forming flange portion associated with at least one of the display panels, said flange portion extending in a direction towards the other display panel for attachment thereto.
- [c16] The advertising display unit set forth in claim 15 wherein said web structure includes a first web panel secured to and extending between said opposed display panels, said web forming flange portion extending upwardly from adjacent the open bottom towards said first web panel.
- [c17] The advertising display unit set forth in claim 1 wherein said web structure substantially closes a top portion of the sign structure.
- [c18] The advertising display unit set forth in claim 17 wherein said web structure substantially closes opposite side portions of the sign structure.

- [c19] The advertising display unit set forth in claim 1 including a holding structure located on an exposed face of at least one of said display panels for releasably mounting advertising members to the at least one display panel.
- [c20] An advertising display unit for attachment to a guard structure having at least one upright member associated therewith, said display unit comprising:
  - a pair of generally opposed display panels positioned in spaced apart relationship relative to each other, each of said display panels including a plurality of openings extending therethrough, the openings associated with one of said display panels being positioned and located in corresponding relationship to the openings associated with said other display panels;
  - a web structure extending between said display panels and attached thereto, said web structure and said display panels forming an internal cavity adaptable to receive a guard structure when the display unit is positioned thereover; and
  - attachment means adaptable for extending through selected openings associated with each of said display panels, said attachment means pulling a portion of each display panel into engagement with the at least one upright member associated with a guard structure.

- [c21] The advertising display unit set forth in claim 20 wherein said web structure includes a single web panel attachable to said pair of display panels adjacent the peripheral edge portion thereof.
- [c22] The advertising display unit set forth in claim 20 wherein said web structure includes a first web panel attachable to said pair of display panels adjacent the top portion thereof, and a plurality of second web panels attachable to said pair of display panels adjacent the side portions thereof.
- [c23] The advertising display unit set forth in claim 20 wherein said plurality of openings associated with each of said display panels includes at least one row of spaced openings extending across the lower portion of each display panel, at least some of said plurality of openings being positioned and located so as to lie adjacent to the at least one upright member associated with a guard structure when the advertising display unit is positioned thereover.
- [c24] The advertising display unit set forth in claim 20 wherein said plurality of openings associated with each of said display panels includes a plurality of rows of openings extending across the lower portion of each display panel, at least some of said plurality of rows of openings being

positioned in vertically spaced relationship to each other.

- [c25] The advertising display unit set forth in claim 20 wherein said attachment means includes at least one tie member.
- [c26] The advertising display unit set forth in claim 20 wherein said attachment means includes at least one cable strap.
- [c27] The advertising display unit set forth in claim 20 wherein at least one of said display panels includes means for displaying advertising indicia thereon.
- [c28] An advertising display unit for attachment to a guard structure having at least two upright supports associated therewith, the advertising display unit comprising:
  - a pair of generally opposed display panels positioned in spaced apart relationship to each other;
  - a web structure extending between said display panels forming a cavity therebetween adaptable for receiving a guard structure when the advertising display unit is positioned thereover;
  - each of said display panels including a plurality of openings, at least said of said openings being located in the vicinity of the two upright supports associated with a guard structure when the advertising display unit is positioned thereover; and
  - a plurality of tie members adaptable for securing the ad-

vertising display unit to a guard structure, said tie members being insertable through selected ones of said openings associated with each of said display panels so as to attach the advertising display unit to the two upright supports associated with a guard structure, said plurality of tie members pulling a portion of each display panel into engagement with a guard structure.

- [c29] An advertising display unit for attachment to a guard structure comprising:
  - a sign structure having opposed display panels associated therewith, said sign structure having a cavity formed between said opposed display panels adaptable for receiving a guard structure therewithin;
  - each of said display panels including a plurality of openings; and
  - a plurality of tie members positionable within selected openings associated with at least one of said display panels for attaching said sign structure to a guard structure.